**Evy Nordley Award *for Best Project by Friends of the Library*
2022 Application Guidelines and Entry Form**

**Purpose:** The Evy Nordley Award is MALF’s flagship prize, and one of our oldest. Its namesake, Evy Nordley, devoted decades to championing Friends of the Library. She did so as head of the Washington County Friends, a director of Friends of Libraries USA (now United for Libraries), and a founder of the Minnesota Association of Library Friends.

Throughout her “second career,” Nordley pushed Friends to step out of their traditional comfort zone and explore new and promising initiatives. Moreover, she practiced what she preached. Under the auspices of the Minnesota Humanities Commission, Nordley brought to life a hugely popular “Minnesota Chautauqua” programming series driven by Friends and other state humanities organizations.

After Nordley’s passing in 1997, MALF created the Evy Nordley Award to recognize the commitment to Friends and appetite for replicable innovation that she exemplified.

 **Prizes:** MALF is pleased to offer $1,000 and a customized plaque to the top place finisher. First runner-up receives $500. All finalists also receive a certificate of recognition and monetary prize.

 **Applicant Eligibility:** Entrants must be based in Minnesota and attached to a public, K-12 school, college/university, or special library. Libraries themselves, along with individuals and non-library charities, cannot apply. Current membership in the Minnesota Association of Library Friends is a prerequisite for consideration. (However, if necessary, annual dues may be submitted with award application.) Previous years’ finalists and winners are strongly encouraged to reenter for the 2022 cycle. You may also submit *multiple* candidate projects as part of this or any Evy Nordley cycle.

Applicants must be in good standing with the IRS and Minnesota Secretary of State.
[NOTE: Public charities whose annual gross receipts are normally not more than $5,000 may receive tax-deductible charitable contributions without filing an application with the IRS. *However,* they are still required to register with the IRS and file Form 990-N Electronic Notice ("e-Postcard") for Tax-Exempt Organizations Not Required to File Form 990/990-EZ.]

 **Project Eligibility:** Common project types are special events, successful fundraisers, membership drives, and advocacy campaigns – but the sky is the limit! In (another) year defined by COVID-19, MALF fully expects and absolutely encourages *unconventional* entries!

*Any* Friends-supported project is eligible, provided that **(1)** project implementation began after **January 1, 2021**; and **(2)** either the Friends or their library was the *primary* beneficiary. (In other words, efforts jointly developed with or sponsored by non-Friends organizations are qualified under many circumstances.) If you have specific questions about the eligibility of a particular project, call 651-366-6492 for clarification.

**How to Apply:** Use the attached form to outline your project or initiative. Answer each section fully and carefully, because MALF’s judging rubric follows this same outline. If a piece of information seems relevant to multiple categories, do not hesitate to duplicate select details as necessary. You are also welcome to submit supplementary materials as an appendix: photographs, news articles, attendee or donor testimonials, etc.

Please email your materials to info@mnlibraryfriends.org. All entries must be time stamped as received before **11:59 p.m.** **Friday, July 1**.

 **Notifications + Next Steps:** All applicants will be notified of finalist outcomes by mid August**.**

COVID-19 Update: *In lieu of any in-person presentation,* a representative from each finalist group will be asked to prepare a brief PowerPoint and record a 10-minute talk outlining the planning and implementation of their project. MALF will handle the tech considerations, including but not limited to recording and editing.

These pre-recorded presentations will be broadcast online as part of a larger virtual event scheduled for **Saturday, September 24.** Evy Nordley candidates are not obligated to attend that program in real time. Presentations will afterward be made available on MALF’s website and YouTube channel.

Award money will be remitted by MALF in late September or early October.

**Name of Friends Group** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Contact Person** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ **Phone** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Street** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ **City** \_\_\_\_\_\_\_\_\_\_\_\_\_\_, MN, **ZIP** \_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Email Address** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Title of Project** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**□***Is your organization a current member of the Minnesota Association of Library Friends?***□***May MALF profile this project on its website, and other communications channels as appropriate?***□***If a finalist:**Will a rep from your Friends group agree to record a 10-minute presentation on this project?*

**[EXECUTIVE SUMMARY]** Please summarize your Friends project in one or two paragraphs (approximately 150 words is recommended).

*Box expands automatically.*

**[PLANNING]** Tell us about the brainstorming and preparations that went into this project. What was the purpose – what did you hope to accomplish? How did the idea first come about? How long was your planning timetable? Who were the key drivers behind the project?

*Box expands automatically.*

**[AUDIENCE]** Who were you trying to draw to your program, event, or initiative? Did any other audiences participate or otherwise benefit from the project?

*Box expands automatically.*

**[OBJECTIVES]** Did you outline overarching objectives from the onset? What were they? Were they concrete, or more abstract?

*Box expands automatically.*

**[FUNDING]** How much did The Friends contribute towards project implementation? Did its execution involve sponsors, co-hosts, or other fiscal partners? What was the total budget?

*Box expands automatically.*

**[PARTNERSHIPS]** Aside from The Friends, and apart from fiscal relationships (above), were other nonprofits/businesses involved in your project’s implementation? What if any role did library staff play?

*Box expands automatically.*

**[PUBLICITY]** How did the Library promote this project? Did you place any ads? Seek in-kind donations from local media outlets? Use social media?

*Box expands automatically.*

**[COST EFFECTIVENESS]** Did organizers pursue any measures to cut down on implementation costs, or to maximize impact on a finite budget?

*Box expands automatically.*

**[RESULTS]** What were the outputs of the project (revenue, profit, etc.)? Most importantly, what impact do you feel it had?

*Box expands automatically.*

**[EVALUATION]** How did you evaluate the effectiveness or value of your project? Will the information collected as part of your evaluation be of value to you later? In what ways?

*Box expands automatically.*

**[END OF DOCUMENT]**